Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) ~~In a~~ A projector, ~~having~~including:

an illuminating optical system ~~which~~ that emits illumination light;

a color separating optical system ~~which~~ that separates the illumination light emitted from the illuminating optical system, into a plurality of colored lights;

a plurality of liquid-crystal display devices ~~which~~ that modulate the colored lights separated by the color separating optical system, respectively, so as to form images; and

a color synthesizing optical device ~~which~~ that synthesizes the images modulated by the plurality of liquid-crystal display devices;

~~a~~ the projector ~~characterized by~~further comprising:

a plurality of entrance-side polarizer plates ~~which~~ that are ~~arranged~~ disposed on light entrance sides of said plurality of liquid-crystal display devices;

a plurality of exit-side polarizer plates ~~which~~ that are ~~arranged~~ disposed on light exit sides of said plurality of liquid-crystal display devices;

a plurality of entrance-side heat conduction plates ~~which~~ that are ~~arranged~~ disposed on light entrance side faces of said color synthesizing optical device, and on which said plurality of exit-side polarizer plates are ~~stuck~~disposed, respectively; and

a first heat conduction member ~~which~~ that is joined with the entrance-side heat conduction plate where the exit-side polarizer plate generating a largest quantity of heat among said plurality of exit-side polarizer plates is ~~arranged~~disposed;

~~wherein~~ said entrance-side heat conduction plate joined to said first heat conduction member ~~is~~ being thermally insulated from ~~the~~ other entrance-side heat conduction plates; and

~~the~~ heat of said exit-side polarizer plate generating the largest quantity of heat ~~can be~~being radiated through said first heat conduction member.

2. (Currently Amended) The projector as defined in claim 1, ~~the projector characterized in that~~ a projection-side heat conduction plate ~~is arranged~~being disposed on a light exit side face of said color synthesizing optical device, and ~~that~~ the entrance-side heat conduction plate on which the exit-side polarizer plate generating, at most, a second largest quantity of heat among said plurality of exit-side polarizer plates ~~is arranged is~~is disposed being joined to said projection-side heat conduction plate.

3. (Currently Amended) The projector as defined in ~~claim 1 or claim 2, theprojector characterized in that~~claim 1, said entrance-side heat conduction plate on which said exit-side polarizer plate generating the largest quantity of heat among said plurality of exit-side polarizer plates is ~~arranged is~~disposed being configured so as to be cooled by at least one of natural convection ~~or~~ and forced convection, and ~~that~~ the entrance-side heat conduction plate on which the exit-side polarizer plate generating, at most, ~~the~~ a second largest quantity of heat is ~~arranged is~~disposed being configured so as to be cooled by forced convection.

4. (Currently Amended) The projector as defined in ~~any of claims 1 through 3~~claim 1, the projector ~~characterized by~~ further comprising:

first and second housings for optical components, ~~which~~ that accommodate, at least, said illuminating optical system and said color separating optical system; and

a second heat conduction member ~~which~~ that is ~~connected~~ coupled to said plurality of liquid-crystal display devices;

~~wherein~~ the first housing for optical components, and the second housing for optical components ~~are~~ being thermally insulated from each other; and

said plurality of liquid-crystal display devices ~~are~~ being joined to said first housing for optical components, through said second heat conduction member.

5. (Currently Amended) The projector as defined in claim 4, the projector ~~characterized by~~further comprising:

panel-side heat conduction plates on which said entrance-side polarizer plate are ~~stuck~~disposed;

~~wherein~~ said entrance-side polarizer plates ~~are~~ being joined to the second housing for optical components, through said panel-side heat conduction plates.

6. (Currently Amended) The projector as defined in ~~any of claims 4 through 5~~claim 4, ~~the projector characterized in that~~ said color synthesizing optical device ~~is arranged~~being disposed on either of said first and second housings for optical components, in heat insulation therefrom.

7. (Currently Amended) The projector as defined in ~~claims 1 through 6, the projector characterized in that~~claim 1, said projector further ~~comprises~~ comprising an armoring case which accommodates, at least, optical components on an optical path from said illuminating optical system to said color synthesizing optical device;

~~wherein~~ said first heat conduction member ~~is~~ being joined to said armoring case.